



PRESS COVERAGE

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SALLY SEZ COLUMN

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UNDERCOVER INTERVIEW

Michael Kleinmann was on the phone from New York and making me blush.

"I'm wearing Baskit brand low-rise briefs," chirruped the 28-year-old boss of **Freshpair.com**, an online lingerie retailer.

Well, I did ask, although I wish I hadn't because I've never met Kleinmann and was acutely aware that I'm old enough to be his mother.

But my discomfort proved my point. Kleinmann's firm has declared Aug. 11 National Underwear Day.

He wants us to mark the unofficial event by flashing our bras and knickers and "having a dialogue" with friends and colleagues about our undies.

He suggests starting a conversation by asking "What (underwear) are you wearing?"

Well, let's see. My colleagues are mostly male and include serious-minded columnists, gruff sportswriters and middle-aged editors. I'm supposed to pry into their pants?

Let's not and say we did.